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SEP 18 2004

Appl. No. 09/705,411  
Amdt. dated September 17, 2004  
Reply to Office action of September 4, 2004

#### Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

#### Listing of Claims:

Claim 1 (previously amended). An advertising device adapted for mounting on a vehicle comprising:

- (a) a frame and a center section forming the advertising device;
- (b) the advertising device being adapted for securing to a license plate area of a vehicle;
- (c) the frame being securable to the vehicle;
- (d) the frame and the center section being adapted to have advertising thereon; and
- (e) the frame being separable from the center section.

Claim 2 (previously amended). The advertising device of Claim 1 wherein:

- (a) the advertising device has at least one slit separating the center portion from the frame;
- (b) the advertising device has at least one tab connecting the center portion to the frame;
- (c) the at least one tab is capable of being severed in order to separate the center portion from the frame;
- (d) the at least one slit and at least one tab provides a shape for the center portion relative to the frame; and
- (e) the frame including a fastening means to secure the frame to the vehicle.

Claim 3 (amended twice). The advertising device of Claim 2 wherein:

- (a) the frame separates from the center portion by severing all members of the class consisting of the at least one tab; and
- ~~(b) the frame includes at least one aperture for securing the advertising device to the vehicle; and~~
- ~~(c) the fastening means includes at least one aperture to secure the frame to the vehicle.~~

Claim 4 (originally presented). The advertising device of Claim 3 having a generally rectangular shape.

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Claim 5 (now cancelled).

Claim 6 (now cancelled).

Claim 7 (originally presented). In a vehicle having at least one advertisement thereon, the improvement comprising an advertising device with the at least one advertisement thereon adapted for mounting on the vehicle, the improvement further comprising:

- (a) the advertising device having a multiplicity of uses;
- (b) the advertising device including a frame and a center section;
- (c) the advertising device being adapted for securing to a license plate area of a vehicle;
- (d) the frame being securable to the vehicle;
- (e) the frame and the center section being adapted to have advertising thereon; and
- (f) the frame being separable from the center section.

Claim 8 (previously amended). The vehicle of Claim 7 wherein:

- (a) the advertising device has at least one slit separating the center portion from the frame;
- (b) the advertising device has at least one tab connecting the center portion to the frame;
- (c) the at least one tab provides for severing the center portion from the frame;
- (d) the at least one slit and the at least one tab provides a shape for the center portion relative to the frame; and
- (e) the frame including a fastening means to secure the frame to the vehicle.

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Claim 9 (amended twice). The vehicle of Claim 8 further comprising:

(a) the frame separating from the center portion by severing all members of the class consisting of the at least one tab; and

~~(b) the frame including at least one aperture for securing the advertising device to the vehicle, and~~

~~(c) the fastening means includes at least one aperture to secure the frame to the vehicle.~~

Claim 10 (twice amended). The vehicle of Claim 9 ~~further comprising~~ wherein the advertising device has device having a generally rectangular shape.

Claim 11 (now cancelled).

Claim 12 (now cancelled).

Please cancel Claims 5, 6, 11, and 12.